

BUSINESS FLOWS IN FOR THIS COMPANY – FIRM EXPECTS TO HIT £3m

A Swindon water cooler company has announced a near doubling of its client base in the last 12 months, with customer numbers rising from 750 to more than 1,300. Premier Watercoolers, which fits filtered dispensers that provide chilled drinking water straight from a building's mains supply, claims the high growth is indicative of a shift away from traditional bottled water units. With 2006 turnover at £2m, the business is now expecting to turnover £3m for 2007 and has established its reputation as a high quality service provider in the competitive £200m water cooler market place.

Phil Langley, Managing Director of Premier, said: "More and more organisations are realising how cost-effective, environmentally-friendly and sustainable mains fed water provision is compared to bottled water. There is no need for re-ordering of water, no lifting of heavy plastic bottles and there is a substantial decrease in a company's overall carbon footprint because there are no vehicle deliveries to the door and no containers to dispose of. We are happy to be the company that so many organisations are turning to for their mains fed installation. It is part of the business strategy to continue this growth and ensure we capitalize on being the UK's service provider of choice."

Premier, which is based in the Kembrey Park business development and employs 40 staff, has also benefited from the acumen of Swindon businessman John Cullum, who is the company chairman. John has had a top-level career in the car leasing industry and agreed to invest in the company shortly after it was established in 2002. His experience in the car industry led to Premier developing a lease-based business model, which has proved attractive to clients as they do not have any capital outlay up front. "The way the business has evolved is because of a long-term vision to be the leading mains fed water cooler provider in the country," said John. "These new figures show a significant move towards that. It's rewarding to see a company based in Swindon receive such outstanding support nationally and I genuinely believe it's because the product and service speak for themselves."

Established in 2002, Premier Watercoolers is one of the largest and fastest growing independent suppliers of mains fed water coolers in the UK. The company is a specialist service provider of mains fed drinking water dispensers and consumables and is founded on the principles of high quality products backed by market leading service and customer care. Premier supplies a range of businesses and organisations, from government departments, hospitals and schools to blue chip and household name companies.

www.watercoolers.co.uk